

Department of Marketing Management

MCom Marketing Management Course Work (One-Year)

www.up.ac.za



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Faculty of Economic and Management Sciences

Fakulteit Ekonomiese en Bestuurswetenskappe
Lefapha la Disaense tša Ekonomi le Taolo



The Department of Marketing Management at the University of Pretoria proudly presents the one-year Masters degree in Marketing Management. This course work programme aims to develop advanced academic thinking in marketing. Successful completion of the programme enables students to receive a postgraduate degree from a university that is both internationally competitive and locally relevant. The programme fosters strong theoretical foundations as well as research acumen. Students develop critical and analytical thinking skills, as well as the ability to practically solve salient research questions.

What is the structure of the programme?

The programme contains four compulsory modules (180 credits), structured as follows:

SEMESTER MODULES	
SEMESTER 1	SEMESTER 2
BEM 822 Strategic issues in marketing	BEM 882 Marketing management
YEAR MODULES	
BEM 801 Research process	
BEM 811 Research article	

What are the prerequisites for application?

The minimum requirement is a BCom (Hons) degree in Marketing Management with an average mark of at least 65%.

When do applications close?

Applications close on 31 October in the preceding year of study for South African citizens. The closing date for international students is 31 August in the preceding year of study.

Interested?

Download further information from: <http://www.up.ac.za/en/marketing-management/article/51794/postgraduate-degrees>.

Administrative enquiries:

Ms Phuti Matjea
Tel: +27 12 420 5236
E-mail: phuti.matjea@up.ac.za

Academic enquiries:

Dr Tania Maree
Tel: +27 12 420 3418
E-mail: tania.maree@up.ac.za